

**(8) Claims Appendix**

Claims on Appeal:

1 - 32. (Canceled)

33. (Previously Amended) A computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tag line, product name and the like, comprising the steps of:

- providing a present interactive advertising message to the consumer;
- allowing the consumer to interact with the present interactive advertising message;
- gathering data associated with the consumer's interactions with the present interactive advertising message;
- generating a statistical report from the data; and
- providing the statistical report to the commercial entity.

34. (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided to a computer accessible by the consumer, the computer having a display screen and an input device.

35. (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided to a display device accessible by the consumer, the display device having an associated input device.

36. (Original) The computerized method of claim 33, including the step of obtaining demographic information pertaining to the consumer.

37. (Original) The computerized method of claim 36, wherein the step of providing the present interactive advertising message to the consumer includes the step of selecting the present interactive advertising message from a group of interactive